

Privacy Policy

Effective Date: January 31, 2025

Introduction

WE Communities LLC, along with its affiliates and related entities, along with their members, managers, agents and employees (collectively hereinafter referred to as "WE Communities," "we," "us," or "our"), is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information from individuals who interact with our Services, as defined below, including residents, prospective residents, property owners, employees, vendors, and visitors to our websites (collectively hereinafter referred to as "you," "your").

WE Communities provide residential and commercial property management services, including leasing, tenant communication, maintenance coordination, financial management, and compliance (collectively, the "Services").

We are committed to transparency regarding the collection, use, and disclosure of personal information. This Privacy Policy applies to information collected through our websites, online portals, mobile applications, and other digital platforms controlled by WE Communities (collectively, the "Sites"). It also outlines your rights and choices regarding your personal information.

WE Communities use Entrata as a third-party service provider to collect, store, and process personal information related to rental applications, lease agreements, payments, and resident communications. Entrata acts as a data processor on our behalf, meaning it processes personal information based on our instructions and in accordance with applicable laws and this Privacy Policy.

Entrata may collect and store personal information, including but not limited to:

- Rental application details
- Payment processing information
- Maintenance requests and communications
- Lease agreements and tenant records

WE Communities remains responsible for how this information is used and ensures that Entrata maintains appropriate safeguards to protect personal data. For more details on Entrata's data privacy practices, please refer to [Entrata's Privacy Policy](#).

1. Information We Collect

We collect personal information that identifies, relates to, describes, or can be associated with an individual. The categories of personal information we collect include:

Personal Identifiers

- Name, email address, phone number, postal address
- Government-issued identification (e.g., driver's license, Social Security number, passport)

Financial Information

- Bank account details, credit card numbers, billing address
- Rental payment history and transaction records

Employment Information

- Employer details, job title, work email address, and phone number
- Employment application details for prospective employees

Commercial Information

- Lease agreements, property preferences, maintenance requests
- Purchase records, rental history, and service usage

Internet or Network Activity

- Browsing history, search queries, interactions with our Sites
- IP addresses, cookies, and other tracking technologies

Audio and Communication Data

- Phone call recordings, email correspondence, chat messages
- Maintenance request communications and service inquiries

Inferences

- Data used to create profiles reflecting individual preferences, behaviors, or interests
-

2. How We Collect Information

We collect personal information through:

- **Direct Interactions:** When you fill out applications, communicate with us, or use our Services
 - **Automated Technologies:** Cookies, analytics tools, and tracking mechanisms on our Sites
 - **Third-Party Sources:** Credit bureaus, background check providers, business partners, and public databases
-

3. How We Use Personal Information

We use personal information for the following purposes:

Providing Services

- Processing lease applications, managing rental agreements, and providing tenant services
- Facilitating payments, billing, and collections
- Communicating with residents, property owners, and service providers

Improving and Customizing Services

- Enhancing website functionality and user experience
- Conducting internal research and analytics
- Managing customer relationships and technical support

Marketing and Communications

- Sending promotional emails, newsletters, and service updates
- Providing event invitations and special offers
- Conducting surveys and gathering feedback

Legal and Compliance

- Complying with legal obligations, government regulations, and industry standards
 - Preventing fraud, protecting property rights, and ensuring security
 - Enforcing lease agreements and policies
-

4. Sharing and Disclosure of Information

We may share personal information with:

Affiliates and Subsidiaries

- WE Communities' related entities for operational and business purposes

Service Providers

- Third-party vendors who assist with property management, maintenance, billing, and technology services

Legal Authorities

- Law enforcement agencies, regulators, or courts as required by law

Business Transfers

- In connection with mergers, acquisitions, asset sales, or business restructuring

Authorized Third Parties

- Financial institutions, credit reporting agencies, and insurance providers when necessary
-

5. Data Security and Retention

We implement reasonable security measures to protect personal information from unauthorized access, use, or disclosure. However, no system is completely secure, and we cannot guarantee absolute security.

Personal information is retained as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by applicable laws and regulations.

6. Your Rights and Choices

Depending on your location, you may have the right to:

- **Access:** Request a copy of the personal information we hold about you
- **Correction:** Request corrections to inaccurate or incomplete data

- **Deletion:** Request deletion of your personal information, subject to legal obligations
- **Opt-Out:** Withdraw consent for marketing communications or certain data processing activities

To exercise these rights, please contact us using the details provided in the **Contact Us** section.

7. Children's Privacy

Our Services are not intended for individuals under 16 years old. We do not knowingly collect personal information from children without parental consent. If you believe we have collected such information, please contact us to have it removed.

8. Updates to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technologies, or legal requirements. Updates will be posted with a revised "Effective Date." Continued use of our Services constitutes acceptance of the updated policy.

9. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

WE Communities LLC
19 N. King Street
Leesburg, VA 20176
Operations@WEcommunities.net

By using our Services, you acknowledge that you have read and understood this Privacy Policy and agree to our collection, use, and disclosure of your personal information as described.